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| Course Aim and Title   | BA Creative Enterprise (Level 6 top-up)         |
| Intermediate Awards Available  | None  |
| Teaching Institution(s)  | UEL on campus                                   |
| Alternative Teaching Institutions<br>(for local arrangements see final section<br>of this specification) | None  |
| UEL Academic School  | Arts & Digital Industries                       |
| UCAS Code  |   |
| Professional Body Accreditation  | None  |
| Relevant QAA Benchmark Statements  | Communication, Media, Film,<br>Cultural Studies |
| Additional Versions of this Course   | None  |
| Date Specification Last Updated  | 1/09/2019                                       |

## Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- understand the central role that the creative industries play at local, national, international and global levels of economic, political and social organisation, along with the ability to explore and articulate the implications of this.
- engage with a range of real-life industry challenges and work within the creative industries, to detailed briefs and to deadline to develop a creative portfolio of work.
- Demonstrate detailed analyses of briefs, make comparisons and connections
- Practice and advance creative processes in one or more forms of media or cultural production
- work across a variety of group and independent modes of study, and within these to demonstrate flexibility, creativity and the capacity for critical self-reflection

What you will learn:

#### Knowledge

- Acquire a fundamental grounding in the creative industries as a business.
- Practice research methods appropriate to creative entrepreneurship.
- Adopt a practical approach to the study of creative industries.

#### Thinking skills

- Critically engage with a range of perspectives, concepts and ideas in the contemporary creative industries landscape.
- Knowledge of a range of texts, genres, aesthetic forms and cultural practices, and the ability to produce close analysis of these, and to make comparisons
- and connections
- Consider views other than their own, and exercise a degree of independent and informed critical judgment in analysis

#### Subject-Based Practical skills

- Research and present industry-based pitches and ideas
- Develop a business model and plan based on a creative enterprise
- Collate a portfolio of work by freelancing with local industry

#### Skills for life and work (general skills)

- Gain work experience within the creative industries
- Develop transferable teamwork skills
- Pitch in front of colleagues and industry professionals

## Learning and Teaching

Knowledge is developed through

- Guided reading
- Knowledge-based activities with feedback
- Practical experience

Thinking skills are developed through

- Reflective activities with feedback
- Online discussions and activities

Practical skills are developed through

- Production activities with feedback
- Research skills-based activities with feedback

Skills for life and work (general skills) are developed through

- Planning activities with feedback
- Project work
- Presentation

Assessment

Knowledge is assessed by

- Portfolio development and coursework
- Essays
- Presentation

Thinking skills are assessed by

- Coursework
- Project work

Practical skills are assessed by

- Practical reports
- Portfolio completion

Skills for life and work (general skills) are assessed by

- Project work
- Group work

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

## Work or Study Placements

In keeping with the course's commitment to equip students with the attributes of 'critical practitioners' needed for the contemporary world of work, we recognise the value of experiential learning through placement and workplace observation. Because of this, work experience has become key to the offer of Creative Enterprise.

In Creative Portfolio, Creative Cultures and Creative Enterprise, students will be engaged with the in-house student-led creative agency spearheaded by Suzanne Dixon, which will allow students to gain work experience during their studies.

This course is ideal for students who want to apply their creative specialism within a freelance environment or want support in starting up their own business. Suitable creative disciplines include film, dance, music performance, photography, journalism, advertising, fashion design, fashion marketing, fashion textiles, fashion design, graphic design, animation, illustration, CGI, games development.

Students from the BA (Hons) Creative Enterprise degree will use these individual skillsets to develop enterprise skills and a portfolio of commercial work. Many students will choose to set up their own business or freelance. Other graduates may seek full-time employment in a creative industry. Having already acquired real freelance experience throughout this course, these students will be well positioned to take on a variety of work.

Furthermore, placements will be facilitated by the Knowledge Dock Business and Innovation Centre, that liaise with local businesses and charities to develop links and civic engagement opportunities. If organised by the student, placements must be approved by the course team.

All placements will be supported by the academic team.

Students have the opportunity to apply for study abroad. Study abroad places are not guaranteed and students will need to liaise with the Study Abroad Coordinator and course leader to make arrangements with the host institution.

## Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.

- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

| Module Code | Module Title  | Number of Credits | FHE Q Level | Core or Optional | Available by Distance Learning |
|-------------|---|-------------------|-------------|------------------|--------------------------------|
| MS6019      | Mental Wealth: Professional Life: Agency 3 - Freelancing at UEL Creatives | 20                | 6           | Core             | N                              |
| MS6023      | Creative Cultures, Creative Thinking                                      | 20                | 6           | Core             | N                              |
| MS6024      | Creative Content Design and Execution                                     | 20                | 6           | Core             | N                              |
| MS6020      | Business Start-up   | 20                | 6           | Core             | N                              |
| MS6022      | The Creative Portfolio  | 20                | 6           | Core             | N                              |
| MS6021      | Working in the Creative Industries  | 20                | 6           | Core             | N                              |

The overall credit-rating of this course is 120 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

### Course Specific Regulations

None

### Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

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The expected duration of this course is one year full time.

The time limit for completion of a course is two years after first enrolment on the course.

## Further Information

More information about this course is available from:

- The UEL web site ([www.uel.ac.uk](http://www.uel.ac.uk))
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages
- Study Abroad website (<https://www.uel.ac.uk/undergraduate/student-life/study-abroad>)

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

For Study Abroad, students pay for their airfare, while their tuition is paid to their home institution.

Students will attend field trips to relevant industry and creative events. Fees are self funded.

## Alternative Locations of Delivery

None